

Alex Shanley

Web Developer • UX/UI Designer • Product Manager

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Profile

Product-focused Web Developer and UX/UI Designer specialising in end-to-end digital delivery for financial services, enterprise SaaS, and consumer mobile products. Proven track record shipping scalable platforms from compliance-grade fintech sites to cross-platform mobile apps with measurable results in traffic growth, conversion, and user retention.

Combines technical depth in front-end development and CMS architecture with strong product instincts and stakeholder management to bridge business goals and technical execution.

Education

University College Dublin

Diploma, Full Stack development. Second class honours

Relevant Coursework : HTML, CSS , Javascript, Python, SQL, Flask & Django

Dublin, IRE

Nov 2025 - Nov 2026

Griffith College

Degree, Graphic Design. Second class honours

Relevant Coursework : Typography, UI/UX Design, Motion graphics, Branding & Publishing

Dublin, IRE

2023

Wolverhampton University

Degree, Motion picture arts . Second class honours

Relevant Coursework : Motion Graphics & Animation, 2D & 3D Animation, Storyboarding, Visual Narrative & Typography in motion

Dublin, IRE

2016 -2020

Experience

Voucher Connect Project Manager

Dublin, IRE

September 2022 – Present

Running concurrently with Automate Technology (parallel roles)

- Led end-to-end delivery of web and mobile projects across a team of 6+, aligning product vision with technical execution.
- Engineered and launched the cross-platform Voucher Connect app (iOS & Android) to eliminate proprietary point-of-sale hardware. Architected sub-30-second transaction loops using native QR scanning, offline resilience, cryptographic voucher uniqueness, and PCI-DSS compliant payments. Integrated with Flipdish, Phorest, WooCommerce, and Zapier.
- Redesigned event platform architecture and user flows, reducing average session drop-off by ~30%.
- Rebuilt the company website on WordPress, driving a ~45% increase in organic traffic with measurable mobile usability gains.
- Designed and launched satellite platforms including a merch store, voucher redemption system, and onboarding flows.
- Developed a CRM tool supporting targeted email and SMS campaigns, improving marketing engagement by ~25%.
- Managed Apple Developer and Google Play Console accounts, maintaining 100% compliance across all release cycles, and oversaw hosting, domain, and DNS management across 10+ live platforms.

Automate technology Web Developer

Running concurrently with Voucher Connect (parallel roles)

- Developed and maintained responsive websites for 20+ clients across financial services, mining, and corporate sectors.
 - Engage Financial Solutions: Led development for a secure, Central Bank of Ireland-regulated platform. Built intelligent conditional-routing lead capture, reducing partner response times and improving lead-to-client conversion. Implemented aggressive caching, script minification, and self-hosted asset delivery to achieve Google Core Web Vitals benchmarks.
 - Talisman Metals PLC: Restructured the WordPress CMS architecture under a tight launch deadline to build an investor-ready platform. Engineered custom API integrations to deliver real-time copper charts, automated dual-feed news, and live LSE share prices, achieving enterprise-level data functionality at zero licensing cost.
 - Consistently improved Core Web Vitals and reduced bounce rates across client websites through UX and performance optimisation.
 - Led domain migrations and DNS configurations for high-traffic sites with zero SEO rankings loss, while managing staging and live environments to resolve downtime, security threats, and performance bottlenecks.
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Skills

- **UX/UI Design:** User flows, wireframing, prototyping, visual design, accessibility
 - **Development:** HTML, CSS, JavaScript (Proficient) · Python, Flask, Django, SQL (Familiar)
 - **CMS & Hosting:** WordPress, Webflow, Wix, Squarespace, Plesk, Cloudflare
 - **Integrations:** REST APIs, live financial feeds, CRM, payment processors (PCI-DSS), app store management
 - **Product & Delivery:** Agile workflows, end-to-end project delivery, stakeholder management, GDPR compliance
 - **Performance:** Core Web Vitals, SEO, script minification, caching, responsive design
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Leadership & Voluntary

Student Body President — Griffith College Dublin

Oct 2021 – May 2022

- Represented the student body as liaison between students and college leadership; coordinated school-wide events and advocated for resource allocation through regular presentations to faculty.

Assistant Animation Director (Volunteer) — Fighting Words

Jan – Mar 2020

- Led a team of animators through full production cycles — from storyboarding to final delivery — for Ireland's leading youth creative writing nonprofit.